



WCPO

ORDER

Print Date 10/02/12

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Flight Dates **10/03/12-10/09/12**

Contract / Revision **313648 /**

Original Date / Revision
10/02/12 10/02/12

Advertiser **Romney / Republican / Presi**

Agency **American Rambler Producti**

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Product

Candidate. Romney for President

Agency Com 15%

Billing Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Order # 472**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	38	\$22,180.75	\$26,095.00	0.00
Totals	38	\$22,180.75	\$26,095.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/09/12	38	\$22,180.75	\$26,095.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WCPO	10/03/12	10/09/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					2	\$400.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$400.00		0.00			
N 2	WCPO	10/03/12	10/09/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$400.00	P-3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--WTF--					2	\$400.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$400.00		0.00			
N 3	WCPO	10/03/12	10/09/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	2	\$300.00	P-3	0.00	NM	4	\$1,200.00



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Contract / Revision 313648 Flight Dates 10/03/12-10/09/12

Hiatus Dates

Original Date / Revision 10/02/12/ 10/02/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pre: Product Candidate. Romney for Pre Estimate # Order # 472

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					2	\$300.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$300.00		0.00			
N 4	WCPO	10/03/12	10/09/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					2	\$500.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 5	WCPO	10/03/12	10/09/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$1,000.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$1,000.00		0.00			
N 6	WCPO	10/03/12	10/09/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	MTWTF--	:30	3	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$900.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$900.00		0.00			
N 7	WCPO	10/03/12	10/09/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	3	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- WTF--					3	\$150.00		0.00			
		Week: 10/08/12	10/14/12	MT-----					2	\$150.00		0.00			
N 8	WCPO	10/03/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
		Week: 10/08/12	10/14/12	-T-----					1	\$4,500.00		0.00			
N 9	WCPO	10/03/12	10/09/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---					1	\$3,000.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 10	WCPO	10/03/12	10/09/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	2	\$700.00	P-8	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					2	\$700.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 11	WCPO	10/03/12	10/09/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	1	\$70.00	P-8	0.00	NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$70.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 12	WCPO	10/03/12	10/09/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$200.00		0.00			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 13	WCPO	10/03/12	10/09/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S					1	\$300.00		0.00			



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Hiatus Dates

Original Date / Revision 10/02/12/ 10/02/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Candidate. Romney for Pre** Estimate # **Order # 472**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WCPO	10/03/12	10/09/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 14	WCPO	10/03/12	10/09/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$375.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 15	WCPO	10/03/12	10/09/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
Totals														38	\$26,095.00